

AMENDMENTS TO THE SPECIFICATION:

Amend page 27 under "ABSTRACT OF THE DISCLOSURE" to read:

a' An Internet-based directory information system for providing toll free telephone numbers and other company information based on product or service advertising. ~~The system includes a database of company information, including toll free telephone numbers, and advertising information; a first Internet web site via which companies are able to enter the information relating to their advertising and products or services, as well as other information relating to their company; a first data network for transmitting the company information and the advertising information to the database; a second Internet web site via which search requests for company information (including toll free telephone numbers) can be framed based on advertising information; and a second data network for transmitting the search request to the database and subsequently transmitting search results to the second web site. The first~~ First and second web sites are configured with separate first and second graphic user interfaces for the entering of company information and search request information, respectively. ~~The second web site can be replaced by a telephone-based directory service configured with a voice/button caller interface for the providing of search request information, thus creating a telephone-based directory information service. The~~ A database correlates the entered company information (including toll free telephone number) to the advertising information, compares the company-provided advertising information to the a search request-provided advertising information, and formulates a search result based on matches between the search request and the company-provided advertising information.